Business, Marketing, and Information Technology
State Superintendent Advisory Council

AGENDA
February 28, 2018
8:30 AM - 10:30 AM
Quarterly Teleconference Call

Toll-Free Number: 877.820.7831
Access Code: 242736

2018 Meeting Reminders:
May/June Teleconference (TBD)

August 6, 2018
Arrival after 10:00 AM/Start 10:30 AM/End 4:30 PM
Wisconsin Technical College System, 4622 University Avenue, Madison, WI 53707-7874

I.   8:30 - 9:00
   A. Welcome by:
      1. Dave Thomas: Business & Information Technology Education
      2. Tim Fandek: Marketing, Management, & Entrepreneurship Education
   B. Introductions (please update your contact information & indicated in Column A that you are present), Review Agenda
      1. Name, Title, Company/Organization
      2. Identify one way you hope to impact Business, Marketing, and Information Technology Education as part of your role on this Advisory Council
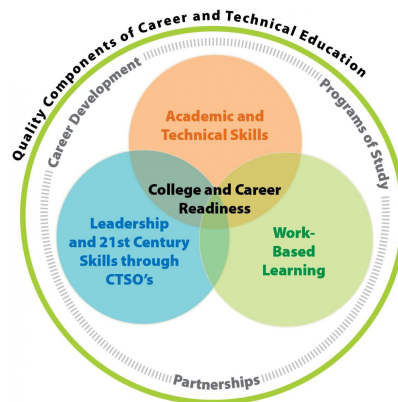   C. Approve Minutes from May 24, 2017 Meeting
https://docs.google.com/document/d/e/2PACX-1vTcMaTUQxswK08PTqWhZXFdgUQyVry3rfX9S1sEQ_ht1Q4hvZOWZcBKGu8UHuIRO27HcAsACjFqi3ap/pub
II.   9:00 - 9:10
   A. Questions/Clarification: Past Council Achievements Since 2013
      1. Standards
         a) Wisconsin Common Career Technical Standards (WCCTS)

Creativity, Critical Thinking, Communication and Collaboration; Career Development; Environment, Health and Safety; Global and Cultural Awareness; Information, Media and Technology; and Leadership

b) Business & Information Technology
Accounting and Finance; Business Calculations; Business Communications; Business Law and Ethics; Economics; Entrepreneurship Global Business; Management; Marketing; Personal Finance; Digital and Graphic Communication; Information Technology Foundations; Networking; Programming

c) Marketing, Management & Entrepreneurship
Introduction to Marketing; Economics; Selling & Customer Relations; Entrepreneurship; Operations; Market Planning; Marketing Information Management; Channel Management & Distribution; Product Service Management; Pricing; Promotion; Human Resources Management; Information & Knowledge Management; Quality & Risk Management; Project & Strategic Management

d) WI DPI Marketing Education / DECA / WMEA
e) WI DPI Business & IT Education / FBLA / WEBIT
f) WI DPI Personal Financial Literacy PLC

2. Business & Information Technology State Skills Co-Op Certificate (3 Portfolios)
3. Marketing Youth Apprenticeship
4. Value of BMIT State Superintendent Council (past council members comments)

III. 9:10 - 10:20
  A. Business Engagement
    1. Online Presence
       a) Website
       b) Google Community
    2. Success Stories
       a) Holmen
       b) Florence
    3. Business Friends of Education

  SHORT RANGE TARGET
  ● *Submit headshot, title, statement about value of business and marketing education*

- *All council members join the Google Community*
- *Distribute [Business Friends of Education](#) press release to at least two contacts (school/district administration, professional association, company, etc)*

LONG RANGE TARGET

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QUESTIONS

- Be sure that information that would be shared with business/industry are not based in the Google Apps platform. LinkedIn, website, and other industry platforms are necessary to further this work.

    B. Curricula & Standards
1. Resources
2. WISELearn
3. High School of Business
4. Technical Skill Attainment/Technical Incentive Grant
   a) Sample: ASK Exam

SHORT RANGE TARGET

- *Complete a sample certification exam (ASK Exam) and develop a communication plan about the value of potential technical skill attainment*
- *Review High School of Business Program and determine scalability in Wisconsin*
- *Identify below instructional resources that would be of value to BM&IT courses or post the resource directly in a Google Community.*

Council Member	Website/Resource	Brief Description

John Smith for Todd Williams - Plymouth High School	*http://www.plymouth.k12.wi.us/Schools/PHS/softskills.html*	*Per Todd's update: Academic Grading Rubric on the following three areas and shared with business community members -*
		   • *Collaboration*
		   • *Respect*
		   • *Work Habits*

LONG RANGE TARGET

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QUESTIONS

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    C. Positioning (Quality BM&IT Programs)g
1. Self-Reflection (DPI samples)
   a) Quality B&IT Program Standards Self-Evaluation [.doc, 502K, 9 pages]

      b) [Quality Marketing Program Standards Self-Evaluation](#) [.doc, 589K, 12 pages]

      c) MBAResearch (samples)

         (1) https://www.mbaresearch.org/index.php/component/k2/item/508

         (2) Forms are free to access and use. https://www.mbaresearch.org/index.php/component/k2/item/325

         (3) Cost limited to MBAResearch's role to officially review the program.

  2. Advocacy

SHORT RANGE TARGET

- *Identify what data local programs should promote as part of an advocacy 1 pager*
  - *Student Focus*
  - *Community Stakeholder Focus (Parent, Industry, School Board, Admin)*
- *Review at August meeting the desired quality program components of BM&IT*

LONG RANGE TARGET

- *Academic & Career Planning connections (all students in grades 6-12 are actively involved in this process)* *https://dpi.wi.gov/acp*
  - *District Self Reflection Tools* *https://dpi.wi.gov/acp/implementation*
    - *Financial Literacy is a component of ACP https://dpi.wi.gov/sites/default/files/imce/acp/Components%20Rubric%20OCT2016.docx*

QUESTIONS

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  D. Instruction & Proof of Learning

    1. Support for teachers and student success

      a) Example: WICPA

    2. Professional Development

SHORT RANGE TARGET

- *Identify upcoming BM&IT educator professional development opportunities and BM&IT student experiences*

Council Member	Focus: Student/Educator/Both	Date	Event (Website If Available)
WICPA	*Educator (Accounting Program for Building the Profession: Advanced*	*July 31-August 2, 2018*	*https://www.startheregoplaces.com/teacher/apbp-advanced-accounting/*

	High Schoool Accounting)	(*Register*)	
UW-Whitewater	*UWW Experienced-Based Curriculum Certificate in Business and Marketing Education*	*First online Workshop July 30, 2018*	*http://www.uww.edu/ce/workshops/ professional-development/bmeexpe riencebasedcertificate*
Waunakee HS	*WISELearn--Learn the process, curate, add resources. Focus on adding BM&IT content.*	*Tuesday, June 19*	*Registration & more information coming soon. Contact staryan@waunakee.k12.wi.us OR mmcglynn@waunakee.k12.wi.us for more information*
WSCA	*WSCA Annual Conference (1100+ attendees & 80+ exhibitors)* *BMIT Educators & Business Partners - Kevin Fleming* *Monona Terrace Madison*	*Feb 5-7, 2018*	*Kevin Fleming - Preconference (Feb 5)* *Keynote (Feb 6)* ● *Also looking at creating partner summit w/ Kevin Fleming with all the state initiatives to network, share resources, etc.* *ACP Leaders Meeting (Date TBD)* *www.wscaweb.org*
AMA Madison Chapter	*Moving Marketing Forward Conference*	*September 12, 2018*	*Registration now open, agenda TBA* *https://www.eventbrite.com/e/2018-moving-marketing-forward-conference-tickets-41606150115* *Madison, WI* ● *I will see if we can set up an educators promo code for a reduced rate*

LONG RANGE TARGET
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E. Leadership Network
1. BMIT State Superintendent's Advisory Council
a) https://dpi.wi.gov/bit/advisory-council
2. WMEA & WEBIT (Convention)

SHORT RANGE TARGET
- *Review/Update Advisory Purpose Statements*
- *Increase awareness about the professional associations related to BM&IT and support dissemination of advisory council initiatives to professional members*

LONG RANGE TARGET
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IV. 10:20 - 10:30
A. Questions & Next Steps
A. Dave is headed to Northeast Wisconsin Technical College for the 34th Annual Information Technology Conference--looking forward to connect with college partners and will be supporting a breakout session on K-12 Connections

2018 Meeting Reminders:
June 25, 2018 2:00 - 3:30 PM (Teleconference)

August 6, 2018 10:30 AM - 4:30 PM
Wisconsin Technical College System (Madison)